

From: avakado Media <events@avakado.eu>
Sent: Thursday, July 26, 2012 9:32 AM
To: Hanchett, James (DPH)
Subject: Find out more about The AgroChemical Conference 2012 Cambridge UK

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The rapid expansion of the world's population continues to drive the need for more efficient, more potent agrochemical products. Consequently the agrochemical sector has seen considerable growth in recent years, to the extent that agrochemical companies are increasingly outsourcing development work to complete projects and meet demand. Therefore these companies are looking to develop both new chemical entities and modes of action which they can patent as new crop protection processes and delivery methods.

To provide the agrochemical sector with a forum to address these issues and exploit new business opportunities, **avakado Media**, publishers of **sp2 Inter-Active**, are delighted to announce **The Agrochemical Conference 2012** which will take place on **27 & 28 November 2012 in Cambridge, UK**.

The event will comprise of keynote presentations from leading industry experts, discussion groups addressing the critical issues, business and technical presentations from supplier companies and a table-top exhibition of technology and service providers to the agrochemical sector.

Speakers confirmed to date are:

Paul Leonard, Head of Innovation & Technology Policy, BASF Group

Markus Frank, Global Sustainability & Product Stewardship, Crop Protection, BASF SE

Harald Walter, Research Portfolio Manager, Fungicides, Syngenta

Nigel Uttley, Managing Director, Enigma Marketing Research

Rob Bryant, Managing Director, Agranova

plus Peter Chapman, Director of Regulatory Affairs, JSC International will chair the discussion group **'Commercialisation of new agrochemicals: addressing regulatory aspects'**

You can be part of **The Agrochemical Conference 2012** by contacting us within the following deadlines:

- For keynote addresses send a title and synopsis of your proposed 30-40 minute presentation by **3rd August 2012**.
- To find out more about attending the discussion sessions or to be considered as a session chairman contact us by **3rd August 2012**.
- For company presentations send a title and synopsis of your proposed 30-minute presentation by **3rd August 2012**.

Any of the above should be sent to **Tom Mulligan** email: tom@avakado.eu tel: **+44(0)1403 220755**

To book your low-cost tabletop exhibition stand, allocated on a first-come, first-served basis, contact **Mark Harrington** email: mark@avakado.eu tel: **+44 (0)1403 220753**

We look forward to welcoming you to this exciting new event in November.

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